



## City & Community Engagement Strategies for Tobacco Litter in San Rafael



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**City of San Rafael Volunteer Program**





## I. BACKGROUND

- San Rafael Clean is a coalition – not an agency or nonprofit
- Made up of City, nonprofits, business, individuals
- Started with interested individuals that wanted to do something, not just suggest something
- City is de facto coordinator, out of City Manager's office
- Got buy-in from City Manager's office early on
- Meet and decide on projects based on volunteer interest – they carry out most of the field work so need to be driving the conversation
- As city reps we can help inform potentials to work based on our experience and whether we'll get city buy-in

## BUSINESS



- Bellam Self Storage & Boxes
- San Rafael Chamber of Commerce
- San Rafael Business Improvement District
- Pledge Program



**San Rafael Chamber**

- Business support came slowly through getting one champion business that helped us get into Chamber
  - BSSB won Marin's 2012 Green Business of the Year Award and is completely solar powered
  - She personally recruits, advocates, and sponsors
- Chamber Green Committee champions
- BID supports
- Monthly meetings of business community with subcommittee of city council, which we promoted at
- Started business pledge program and spotlighted businesses on our web site, in ads paid for by Bellam, etc.
- Can't promote individual businesses at city level, but can promote all that sign up
- Pledge is important: gets them decals to show commitment, asks them to clean 6' beyond property

# COLLABORATION



- City Volunteer Program
- City Manager & City Departments
- MCSTOPPP
- Smoke-Free Marin
- Downtown Streets Team

- City Manager support goes a long way
- Once we did a lot of cleanups PW started to feel appreciation and support
- We are careful to make sure we don't take too much time, and show results and appreciation
- Too often PW gets complaints and assigned problems
- Work out of our volunteer program office, so paired with getting them good volunteers, projects, #'s
- Early on started to work with MCSTOPPP and they support us financially, through calendars, news, etc.
- Cigarette litter program started with support from KAB, then grew to include others at Chamber, etc.
- Smoke Free Marin got wind of our projects and started to show interest, support
- Plus they are really concerned about the health of the environment as well as people.
- They love the litter control aspect because they know it is exacerbated by indoor smoking regulations.
- Streets Team
- Volunteer cleanups
- Raises awareness and people start to notice the litter again
- Volunteers went to bars and cafes directly and talked to managers/owners: our ordinance says businesses must keep sidewalks clean. Going business to business got them to start sweeping up again.

# SMOKING ORDINANCE



- Smoke-Free Marin
- Ash receptacles
- Business adoption
- Volunteers

**Downtown Streets Team**



- Smoke free marin got council interest in beefing up smoking ordinance.
- We are in CM office so they discussed it with us
- Most ordinances prohibit ashtrays in areas where smoking prohibited
- We provided input that unless banned entirely and policed there would be litter and capturing it did not condone it.
- If this ordinance was entirely enforceable it might be different, but we all know these ordinances are not and will be on complaint basis.
- Smart placement is key: don't place in front of certain businesses, but have available so smokers passing by can see and use
- Not perfect in San Rafael yet
- Businesses adopt receptacles and keep clean
- Volunteers and Downtown Streets Team help

# COMMUNITY OUTREACH



- Bounty for Butts
- Cigarette Eater Meter



- Bounty for Butts – 238,000 in less than 3 months (2012)
- Distributed Oscar the Bulldog coasters to bars (put here or not?)
- CEM and launch, donation program (2013)
- Assistance of Downtown Streets Team
- Butt Box with 10,000 every 3-4 days sign (next slide)
- Terracycle program (next slide)



More outreach displays, etc.

- Flyer next to freeway on ramp
- 10,000 butts box – used at outreach events
- I want You to prevent Cigarette litter – poster used at Chamber of Commerce Business Showcase
- Oscar the Bulldog coaster – 20,000 distributed to bars in 2012



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Oscar the Bulldog says...

**GIVE US YOUR BUTTS!**

Use the **Cigarette Eater Meter**  
(or another receptacle for cigarette litter)

**& Raise \$1,000 for St. Vincent's**

**Cigarette Eater Meter**

Located at downtown plaza

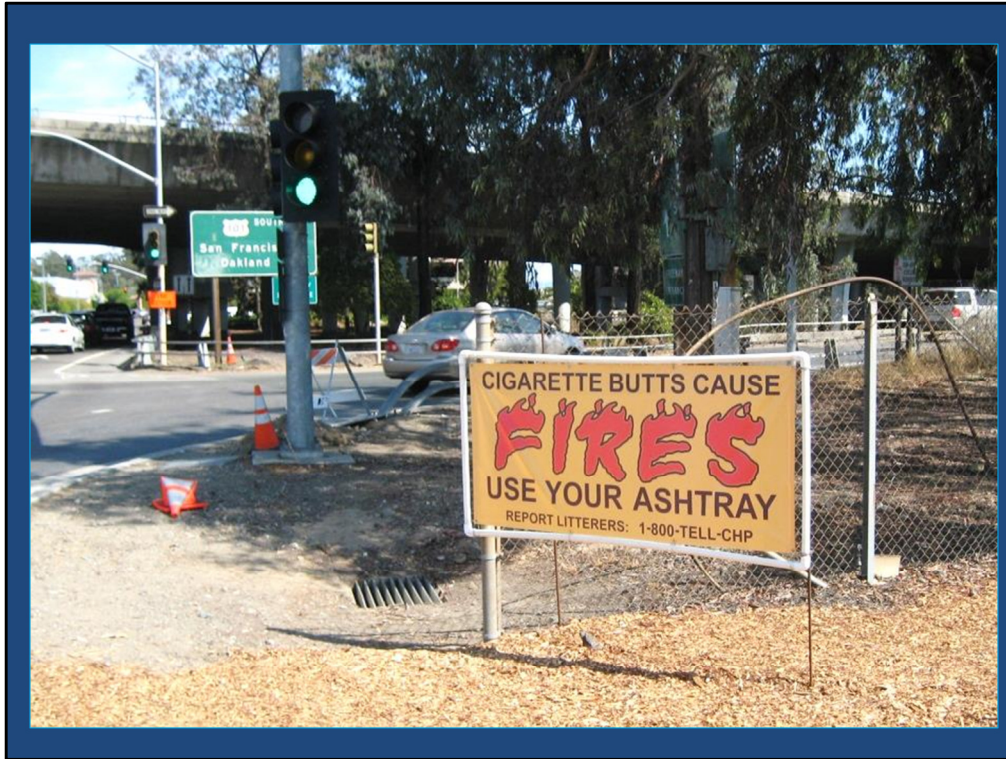
Do it NOW  
Limited time  
Thank you!

INFO: [www.sanrafaelclean.org](http://www.sanrafaelclean.org) 415-485-3071 485-3467

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## Terracycle Cigarette Waste Brigade



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# LESSONS LEARNED



1. Outreach & Collaboration
2. Outreach & Collaboration
3. Outreach & Collaboration!

- Get an ally in city manager's office – as good if not better than a council member
- Show good faith with PW and help them keep streets clean, show value of volunteerism (hourly rate)
- Work with anti-smoking folks, go to meetings, present, invite to meetings
- Work with planning or whoever is doing smoking ordinance and explain the rationale behind keeping ash receptacles
- Get involved with Chamber and BID early on and keep informed
- Pledge program and getting business buy-in
- Getting champions at all levels is important